

ABSTRACT

The golf club head (14) of the present invention has a face portion (24) for striking a golf ball, a crown portion (18) connected to the face portion (24), and a sole portion (22) connected to the face portion (24). The ratio of either lower of a first equivalent rigidity of a crown member (18) and a second equivalent rigidity of a sole member (22) to the higher is equal to or less than 0.75. The present invention provides a golf club (10) provided with the hollow golf club head (14) capable of increasing the carry of a golf ball based on a technique for increasing the carry of a golf ball other than conventional ones such as adjustment of the loft angle and reduction in the thickness of the striking surface, and provides a method of designing such a hollow golf club head as well.